



full-line research, inc.

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FEB 4, 1993

TO: ANDREW SCHWARTZ

FROM: BARRY CHAIKIN
SUB: PORTLAND MARLBORO 40¢/\$4 OFFALL CARTON STORES
STATIC SAMPLEPRE DURING POST

TOTAL WEEKLY CARTON STORE SALES - ALL CIGARETTES (PACKS)	105,549	111,835	105,683
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MARLBORO WEEKLY CARTON STORE SALES - (PACKS)	19,815	27,909	20,778
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PACK STORES TOTAL MARLBORO	40,990	38,732	35,511
	8,946	9,359	7,852

TOTAL STATIC SAMPLE TOTAL MARLBORO	146,539	150,567	141,194
	28,761	37,268	28,630